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U.S. Government Estimates of Quarterly Revenue for Selected Services 4th Quarter 2010

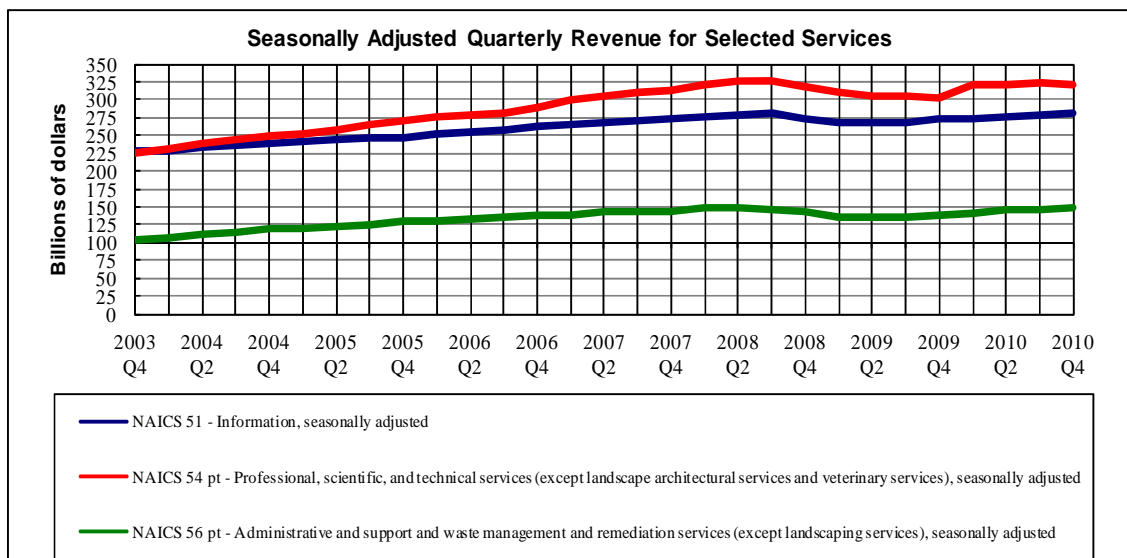
Special Notice:

- The quarterly services estimates have been revised to reflect historical corrections, new seasonal factors, results of the 2009 Service Annual Survey, and final results of the 2007 Economic Census. The Annual Benchmark Report showing revised estimates can be found at <http://www.census.gov/services/>.
- Preliminary quarterly revenue estimates are included for the first time for selected industries in Utilities, Transportation, Real estate, Lessors of nonfinancial intangible assets (except copyrighted works), and Educational services.

Information The U.S. Census Bureau announced today that the estimate of U.S. information sector revenue for the fourth calendar quarter of 2010, adjusted for seasonal variation but not for price changes, was \$282.0 billion, an increase of 1.0 percent ($\pm 0.4\%$) from the third quarter of 2010 and up 3.8 percent ($\pm 0.6\%$) from the fourth quarter of 2009.

Professional, scientific, and technical services (except landscape architectural services and veterinary services) The estimate of U.S. professional, scientific, and technical services (except landscape architectural services and veterinary services) revenue for the fourth quarter of 2010, adjusted for seasonal variation but not for price changes, was \$322.1 billion, a decrease of 0.1 percent ($\pm 1.3\%$)* from the third quarter of 2010 and up 6.4 percent ($\pm 2.5\%$) from the fourth quarter of 2009.

Administrative and support and waste management and remediation services (except landscaping services) The estimate of U.S. administrative and support and waste management and remediation services (except landscaping services) revenue for the fourth quarter of 2010, adjusted for seasonal variation but not for price changes, was \$148.6 billion, an increase of 1.0 percent ($\pm 1.5\%$)* from the third quarter of 2010 and up 7.5 percent ($\pm 2.8\%$) from the fourth quarter of 2009.



* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different from zero.

U.S. Government Estimates of Quarterly Revenue for Selected Services 4th Quarter 2010– Con.

Utilities The estimate of U.S. utilities revenue for the fourth quarter of 2010, not adjusted for seasonal variation, or price changes, was \$101.8 billion, a decrease of 9.4 percent ($\pm 2.5\%$) from the third quarter of 2010.

Transportation and warehousing The estimate of U.S. transportation and warehousing revenue for the fourth quarter of 2010, not adjusted for seasonal variation, or price changes, was \$163.6 billion, a decrease of 2.4 percent ($\pm 1.1\%$) from the third quarter of 2010.

Finance and insurance The estimate of U.S. finance and insurance revenue for the fourth quarter of 2010, not adjusted for seasonal variation, or price changes, was \$845.9 billion, a decrease of 0.1 percent ($\pm 1.5\%$)* from the third quarter of 2010 and down 0.7 percent ($\pm 2.7\%$)* from the fourth quarter of 2009. The second quarter of 2010 to third quarter of 2010 percent change was revised from 0.7 percent ($\pm 1.1\%$)* to 0.3 percent ($\pm 0.9\%$)*.

Real estate and rental and leasing The estimate of U.S. real estate and rental and leasing revenue for the fourth quarter of 2010, not adjusted for seasonal variation, or price changes, was \$90.3 billion, a decrease of 0.6 percent ($\pm 1.9\%$)* from the third quarter of 2010.

Educational services The estimate of U.S. educational services revenue for the fourth quarter of 2010, not adjusted for seasonal variation, or price changes, was \$11.5 billion, virtually unchanged ($\pm 4.0\%$)* from the third quarter of 2010.

Health care and social assistance The estimate of U.S. health care and social assistance revenue for the fourth quarter of 2010, not adjusted for seasonal variation, or price changes, was \$486.0 billion, an increase of 2.1 percent ($\pm 0.8\%$) from the third quarter of 2010 and up 4.4 percent ($\pm 0.9\%$) from the fourth quarter of 2009. The second quarter of 2010 to third quarter of 2010 percent change was revised from 0.5 percent ($\pm 0.8\%$)* to 0.2 percent ($\pm 0.8\%$)*.

Arts, entertainment, and recreation The estimate of U.S. arts, entertainment, and recreation revenue for the fourth quarter of 2010, not adjusted for seasonal variation, or price changes, was \$48.2 billion, a decrease of 3.4 percent ($\pm 5.5\%$)* from the third quarter of 2010 and up 3.1 percent ($\pm 4.2\%$)* from the fourth quarter of 2009. The second quarter of 2010 to third quarter of 2010 percent change was revised from 4.0 percent ($\pm 4.5\%$)* to 2.2 percent ($\pm 4.7\%$)*.

Other services (except public administration) The estimate of U.S. other services (except public administration) revenue for the fourth quarter of 2010, not adjusted for seasonal variation, or price changes, was \$98.2 billion, an increase of 6.8 percent ($\pm 3.6\%$) from the third quarter of 2010 and up 1.9 percent ($\pm 3.2\%$)* from the fourth quarter of 2009. The second quarter of 2010 to third quarter of 2010 percent change was revised from 7.4 percent ($\pm 1.5\%$) to 5.8 percent ($\pm 1.7\%$).

* The 90 percent confidence interval includes zero. The Census Bureau does not have sufficient statistical evidence to conclude that the actual change is different from zero.

For survey description, description of seasonal adjustment and an explanation of the reliability of the estimates included in this report, please see the last page of the publication.

First quarter 2011 revenue is scheduled to be released on June 8, 2011, at 10:00 a.m. EDT.

Table 1a. Selected Services - Estimated Quarterly Revenue for Employer Firms, Seasonally Adjusted¹

[Estimates are adjusted for seasonal variation but not for price changes and are based on data from the Quarterly Services Survey. For additional information see www.census.gov/qss]

2002 NAICS code ²	Kind of business	Total revenue (millions of dollars)						Percent change					
		4Q 2010 (p)	3Q 2010	2Q 2010	1Q 2010	4Q 2009	3Q 2009	4Q 2010 from 3Q 2010 (p)	3Q 2010 from 2Q 2010	2Q 2010 from 1Q 2010	1Q 2010 from 4Q 2009	4Q 2010 from 4Q 2009 (p)	3Q 2010 from 3Q 2009
51	Information	282,044	279,235	276,202	273,297	271,756	269,288	1.0	1.1	1.1	0.6	3.8	3.7
5112	Software publishers.....	38,536	37,719	37,221	35,740	36,816	34,401	2.2	1.3	4.1	-2.9	4.7	9.6
512	Motion picture and sound recording industries	24,017	24,113	23,641	23,673	22,881	22,862	-0.4	2.0	-0.1	3.5	5.0	5.5
54 pt	Professional, scientific, and technical services (except landscape architectural services and veterinary services) ³	322,107	322,553	320,509	319,738	302,730	304,194	-0.1	0.6	0.2	5.6	6.4	6.0
5411	Legal services ³	60,033	60,244	59,361	60,282	58,827	59,727	-0.4	1.5	-1.5	2.5	2.1	0.9
5412	Accounting, tax preparation, bookkeeping, and payroll services	30,406	30,842	30,562	30,874	29,792	29,965	-1.4	0.9	-1.0	3.6	2.1	2.9
56 pt	Administrative and support and waste management and remediation services (except landscaping services) ⁴	148,564	147,083	145,516	140,597	138,239	136,023	1.0	1.1	3.5	1.7	7.5	8.1
5613	Employment services	55,923	54,229	52,942	49,999	47,602	45,851	3.1	2.4	5.9	5.0	17.5	18.3
5615	Travel arrangement and reservation services	8,815	9,011	8,934	8,513	8,443	8,143	-2.2	0.9	4.9	0.8	4.4	10.7
562	Waste management and remediation services	18,950	19,484	19,594	18,908	18,399	18,080	-2.7	-0.6	3.6	2.8	3.0	7.8
622	Hospitals.....	208,331	204,528	201,187	195,574	198,886	197,407	1.9	1.7	2.9	-1.7	4.7	3.6

(p) Preliminary estimate.

(1) The seasonal factors are based on a short time series that may not have stable seasonal patterns. As more estimates are added to the time series, large revisions in seasonal factors and consequently historical estimates may be observed. Data users should exercise caution when drawing inferences based on the seasonally adjusted estimates. Unless otherwise specified, seasonally adjusted estimates are obtained using a direct seasonal adjustment at the published NAICS (North American Industry Classification System) level.

(2) For a full description of the NAICS (North American Industry Classification System) codes used in this table, see the 2002 NAICS manual or <http://www.census.gov/eos/www/naics/>.

(3) Excludes NAICS 54112 (offices of notaries).

(4) Seasonally adjusted estimates for 56pt are obtained by summing the seasonally adjusted estimates for 5613, 5615, and 562 and the not seasonally adjusted estimate for 561pt* found in Table 1b.

Note: Estimates cover taxable and tax-exempt firms unless otherwise specified. Additionally, estimates for some sectors and subsectors may include data for kinds of business not shown. Table 2 provides estimated measures of sampling variability. Data users who create their own estimates using data from this report should cite the U.S. Census Bureau as the source of the original data only. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.

Table 1b. Selected Services - Estimated Quarterly Revenue for Employer Firms, Not Seasonally Adjusted

[Estimates are not adjusted for seasonal variation or for price changes and are based on data from the Quarterly Services Survey. For additional information see www.census.gov/qss]

2002 NAICS code ¹	Kind of business	Total revenue (millions of dollars)						Percent change				Year to date		
		4Q 2010 (p)	3Q 2010 (r)	2Q 2010	1Q 2010	4Q 2009	3Q 2009	4Q 2010 from 3Q 2010 (p)	3Q 2010 from 2Q 2010 (r)	4Q 2010 from 4Q 2009 (p)	3Q 2010 from 3Q 2009 (r)	2010 (p)	2009	2010 from 2009 (p)
22	Utilities ²	101,844	112,400	95,610	114,863	X	X	-9.4	17.6	X	X	424,717	X	X
2211	Electric power generation, transmission and distribution ...	75,325	93,306	75,971	78,274	X	X	-19.3	22.8	X	X	322,876	X	X
2212	Natural gas distribution	23,767	16,040	16,873	34,066	X	X	48.2	-4.9	X	X	90,746	X	X
2213	Water, sewage and other systems	2,752	3,054	2,766	2,523	X	X	-9.9	10.4	X	X	11,095	X	X
48-49	Transportation and warehousing ³	163,565	167,569	160,805	146,946	X	X	-2.4	4.2	X	X	638,885	X	X
48pt-49	Transportation and warehousing ⁴	74,847	74,686	72,704	66,472	69,227	70,285	0.2	2.7	8.1	6.3	288,709	273,246	5.7
481	Air transportation	34,242	36,835	35,932	31,806	X	X	-7.0	2.5	X	X	138,815	X	X
483	Water transportation	7,694	10,148	7,649	6,499	X	X	-24.2	32.7	X	X	31,990	X	X
484	Truck transportation	49,103	50,430	48,981	43,576	45,436	47,265	-2.6	3.0	8.1	6.7	192,090	180,663	6.3
4841	General freight trucking	33,171	33,315	32,451	29,594	30,233	30,342	-0.4	2.7	9.7	9.8	128,531	117,578	9.3
48411	General freight trucking, local	4,795	4,732	4,379	4,050	4,559	4,867	1.3	8.1	5.2	-2.8	17,956	17,704	1.4
48412	General freight trucking, long-distance	28,376	28,583	28,072	25,544	25,674	25,475	-0.7	1.8	10.5	12.2	110,575	99,874	10.7
4842	Specialized freight trucking	15,932	17,115	16,530	13,982	15,203	16,923	-6.9	3.5	4.8	1.1	63,559	63,085	0.8
485	Transit and ground passenger transportation	6,672	5,820	6,725	6,654	X	X	14.6	-13.5	X	X	25,871	X	X
486	Pipeline transportation	8,202	6,935	6,205	6,789	X	X	18.3	11.8	X	X	28,131	X	X
487	Scenic and sightseeing transportation	359	879	564	272	X	X	-59.2	55.9	X	X	2,074	X	X
488	Support activities for transportation	31,549	32,266	31,026	28,454	X	X	-2.2	4.0	X	X	123,295	X	X
492	Couriers and messengers	19,561	18,082	17,698	17,037	17,891	17,256	8.2	2.2	9.3	4.8	72,378	69,834	3.6
493	Warehousing and storage	6,183	6,174	6,025	5,859	5,900	5,764	0.1	2.5	4.8	7.1	24,241	22,749	6.6
51	Information	291,634	276,163	275,926	267,558	280,724	266,326	5.6	0.1	3.9	3.7	1,111,281	1,076,833	3.2
511	Publishing industries (except Internet)	72,972	67,225	66,402	62,810	71,585	64,911	8.5	1.2	1.9	3.6	269,409	263,689	2.2
51111	Newspaper publishers	9,350	8,739	8,809	8,314	9,390	8,977	7.0	-0.8	-0.4	-2.7	35,212	36,338	-3.1
51112	Periodical publishers	10,015	9,633	9,383	9,342	10,342	9,458	4.0	2.7	-3.2	1.9	38,373	39,060	-1.8
5111 pt	Book, directory and mailing list, and other publishers ⁵	11,526	13,171	11,101	10,593	11,724	13,967	-12.5	18.6	-1.7	-5.7	46,391	49,577	-6.4
5112	Software publishers	42,081	35,682	37,109	34,561	40,129	32,509	17.9	-3.8	4.9	9.8	149,433	138,714	7.7
512	Motion picture and sound recording industries	25,770	22,835	23,877	22,939	24,574	21,627	12.9	-4.4	4.9	5.6	95,421	90,946	4.9
515	Broadcasting (except Internet)	29,441	26,151	27,505	26,332	26,607	24,251	12.6	-4.9	10.7	7.8	109,429	98,919	10.6
5151	Radio and television broadcasting	15,055	12,587	12,981	13,183	13,280	11,290	19.6	-3.0	13.4	11.5	53,806	47,367	13.6
5152	Cable and other subscription programming	14,386	13,564	14,524	13,149	13,327	12,961	6.1	-6.6	7.9	4.7	55,623	51,552	7.9
516, 5181, 519	Internet publishing and broadcasting, Internet service providers and web search portals, and other information services	15,979	15,039	14,708	14,335	14,942	13,639	6.3	2.3	6.9	10.3	60,061	55,178	8.8
517	Telecommunications	126,721	125,043	123,906	122,869	124,455	123,596	1.3	0.9	1.8	1.2	498,539	494,337	0.9
5171	Wired telecommunications carriers	39,848	40,080	40,627	40,775	42,277	42,637	-0.6	-1.3	-5.7	-6.0	161,330	172,093	-6.3
5172	Wireless telecommunications carriers (except satellite)	49,421	49,061	47,554	47,307	47,149	46,830	0.7	3.2	4.8	4.8	193,343	185,584	4.2
5175	Cable and other program distribution	31,705	30,275	30,146	29,256	29,432	28,540	4.7	0.4	7.7	6.1	121,382	114,284	6.2
517 pt	Other telecommunications ⁶	5,747	5,627	5,579	5,531	5,597	5,589	2.1	0.9	2.7	0.7	22,484	22,376	0.5
5182	Data processing, hosting, and related services	20,751	19,870	19,528	18,273	18,561	18,302	4.4	1.8	11.8	8.6	78,422	73,764	6.3
52	Finance and insurance ⁷	845,910	846,478	843,757	839,411	851,460	849,204	-0.1	0.3	-0.7	-0.3	3,375,556	X	X
52 pt	Finance and insurance (except monetary authorities-central bank) ⁸	825,854	822,163	820,931	818,105	828,351	829,645	0.4	0.2	-0.3	-0.9	3,287,053	X	X
521	Monetary authorities-central bank	20,056	24,315	22,826	21,306	23,109	19,559	-17.5	6.5	-13.2	24.3	88,503	X	X
522	Credit intermediation and related activities	292,889	297,009	299,331	291,174	309,386	315,464	-1.4	-0.8	-5.3	-5.9	1,180,403	X	X
523	Securities, commodity contracts, and other financial investments and related activities	116,424	108,043	115,526	126,754	113,152	116,403	7.8	-6.5	2.9	-7.2	466,747	X	X
5231	Securities and commodity contracts intermediation and brokerage	55,170	51,574	58,428	67,797	54,314	60,905	7.0	-11.7	1.6	-15.3	232,969	X	X
5232	Securities and commodity exchanges	2,398	2,408	2,823	2,511	2,410	2,498	-0.4	-14.7	-0.5	-3.6	10,140	X	X
5239	Other financial investment activities	58,856	54,061	54,275	56,446	56,428	53,000	8.9	-0.4	4.3	2.0	223,638	X	X
524	Insurance carriers and related activities	416,541	417,111	406,074	400,177	405,813	397,778	-0.1	2.7	2.6	4.9	1,639,903	X	X
5241	Insurance carriers	379,142	379,209	368,638	363,681	369,391	360,501	Z	2.9	2.6	5.2	1,490,670	X	X
5242	Agencies, brokerages, and other insurance related activities	37,399	37,902	37,436	36,496	36,422	37,277	-1.3	1.2	2.7	1.7	149,233	X	X
53	Real estate and rental and leasing	90,348	90,900	91,930	84,217	X	X	-0.6	-1.1	X	X	357,395	X	X
531	Real estate	58,755	56,773	58,699	54,992	X	X	3.5	-3.3	X	X	229,219	X	X
532	Rental and leasing services	26,676	28,339	28,316	24,841	26,902	28,075	-5.9	0.1	-0.8	0.9	108,172	110,222	-1.9
5321	Automotive equipment rental and leasing	10,508	11,357	10,503	9,369	10,326	11,306	-7.5	8.1	1.8	0.5	41,737	41,990	-0.6

Table 1b. Selected Services - Estimated Quarterly Revenue for Employer Firms, Not Seasonally Adjusted

[Estimates are not adjusted for seasonal variation or for price changes and are based on data from the Quarterly Services Survey. For additional information see www.census.gov/qss]

2002 NAICS code ¹	Kind of business	Total revenue (millions of dollars)						Percent change				Year to date		
		4Q 2010 (p)	3Q 2010 (r)	2Q 2010	1Q 2010	4Q 2009	3Q 2009	4Q 2010 from 3Q 2010 (p)	3Q 2010 from 2Q 2010 (r)	4Q 2010 from 4Q 2009 (p)	3Q 2010 from 3Q 2009 (r)	2010 (p)	2009	2010 from 2009 (p)
53211	Passenger car rental and leasing.....	6,936	7,605	6,896	6,177	7,061	7,777	-8.8	10.3	-1.8	-2.2	27,614	28,540	-3.2
53212	Truck, utility trailer, and RV (Recreational Vehicle) rental and leasing	3,572	3,752	3,607	3,192	3,265	3,529	-4.8	4.0	9.4	6.3	14,123	13,450	5.0
5322	Consumer goods rental	5,210	5,423	5,628	5,400	5,464	5,411	-3.9	-3.6	-4.6	0.2	21,661	22,088	-1.9
5323	General rental centers.....	915	940	945	876	895	921	-2.7	-0.5	2.2	2.1	3,676	3,737	-1.6
5324	Commercial and industrial machinery and equipment rental and leasing	10,043	10,619	11,240	9,196	10,217	10,437	-5.4	-5.5	-1.7	1.7	41,098	42,407	-3.1
533	Lessors of nonfinancial intangible assets (except copyrighted works)	4,917	5,788	4,915	4,384	X	X	-15.0	17.8	X	X	20,004	X	X
54	Professional, scientific, and technical services ⁹	339,988	327,838	327,067	319,011	319,330	308,657	3.7	0.2	6.5	6.2	1,313,904	1,253,786	4.8
54 pt	Professional, scientific, and technical services (except landscape architectural services and veterinary services) ⁹	333,381	320,618	319,547	312,384	312,720	301,456	4.0	0.3	6.6	6.4	1,285,930	1,224,738	5.0
5411	Legal services ⁹	65,136	60,124	58,589	56,002	64,063	59,309	8.3	2.6	1.7	1.4	239,851	237,060	1.2
5412	Accounting, tax preparation, bookkeeping, and payroll services	26,818	26,617	32,335	36,833	26,485	25,740	0.8	-17.7	1.3	3.4	122,603	118,013	3.9
5413	Architectural, engineering, and related services	58,765	57,675	55,987	53,448	56,608	58,282	1.9	3.0	3.8	-1.0	225,875	235,426	-4.1
5413 pt	Architectural and related services ¹⁰	14,196	14,171	13,614	12,626	13,986	14,124	0.2	4.1	1.5	0.3	54,607	56,616	-3.5
54133	Engineering services	44,569	43,504	42,373	40,822	42,622	44,158	2.4	2.7	4.6	-1.5	171,268	178,810	-4.2
5415	Computer systems design and related services	77,334	72,850	69,995	69,174	68,086	64,123	6.2	4.1	13.6	13.6	289,353	259,200	11.6
5416	Management, scientific, and technical consulting services	38,157	37,392	38,196	35,961	35,745	35,845	2.0	-2.1	6.7	4.3	149,706	141,597	5.7
5417	Scientific research and development services	29,203	30,219	28,638	27,857	27,985	26,641	-3.4	5.5	4.4	13.4	115,917	104,819	10.6
5418	Advertising and related services	24,191	21,802	21,466	20,377	21,690	19,562	11.0	1.6	11.5	11.5	87,836	80,799	8.7
541 pt	Other professional, scientific, and technical services ¹¹	20,384	21,159	21,861	19,359	18,668	19,155	-3.7	-3.2	9.2	10.5	82,763	76,872	7.7
56	Administrative and support and waste management and remediation services	161,986	160,025	157,901	148,248	151,565	148,927	1.2	1.3	6.9	7.5	628,160	592,846	6.0
56 pt	Administrative and support and waste management and remediation services (except landscaping services)	150,277	147,963	146,165	137,556	139,778	136,749	1.6	1.2	7.5	8.2	581,961	544,518	6.9
561	Administrative and support services	142,922	139,859	137,876	130,550	133,000	130,268	2.2	1.4	7.5	7.4	551,207	520,340	5.9
5613	Employment services	57,936	54,229	52,624	48,449	49,363	45,851	6.8	3.0	17.4	18.3	213,238	183,069	16.5
5615	Travel arrangement and reservation services	8,401	9,209	9,470	8,232	8,055	8,290	-8.8	-2.8	4.3	11.1	35,312	32,907	7.3
561 pt	Other administrative and support services ¹²	76,585	76,421	75,782	73,869	75,582	76,127	0.2	0.8	1.3	0.4	302,657	304,364	-0.6
561 pt*	Other administrative and support services (except landscaping services) ¹³	64,876	64,359	64,046	63,177	63,795	63,949	0.8	0.5	1.7	0.6	256,458	256,036	0.2
562	Waste management and remediation services	19,064	20,166	20,025	17,698	18,565	18,659	-5.5	0.7	2.7	8.1	76,953	72,506	6.1
61	Educational services ¹⁴	11,544	11,547	12,068	11,848	X	X	Z	-4.3	X	X	47,007	X	X
6114	Business schools and computer and management training ..	1,817	1,686	1,921	1,752	X	X	7.8	-12.2	X	X	7,176	X	X
6115	Technical and trade schools	3,058	3,238	3,165	3,178	X	X	-5.6	2.3	X	X	12,639	X	X
6117	Educational support services	3,141	3,285	3,300	2,866	X	X	-4.4	-0.5	X	X	12,592	X	X
62	Health care and social assistance	485,959	476,130	475,185	465,119	465,688	459,284	2.1	0.2	4.4	3.7	1,902,393	1,835,384	3.7
62 pt	Selected health care services ¹⁵	255,748	250,032	249,856	244,695	244,049	241,906	2.3	0.1	4.8	3.4	1,000,331	965,439	3.6
621	Ambulatory health care services	189,988	189,207	187,709	183,168	184,063	183,243	0.4	0.8	3.2	3.3	750,072	729,255	2.9
6211	Offices of physicians.....	93,846	93,030	91,222	89,013	91,669	90,457	0.9	2.0	2.4	2.8	367,111	359,853	2.0
6212	Offices of dentists.....	24,098	24,891	25,080	25,211	23,428	24,503	-3.2	-0.8	2.9	1.6	99,280	99,087	0.2
6213	Offices of other health practitioners	16,094	15,970	15,798	15,097	14,590	14,186	0.8	1.1	10.3	12.6	62,959	56,853	10.7
6214	Outpatient care centers	22,356	21,998	22,103	21,688	21,846	21,404	1.6	-0.5	2.3	2.8	88,145	84,513	4.3
6215	Medical and diagnostic laboratories	11,342	11,477	11,590	11,122	11,174	11,449	-1.2	-1.0	1.5	0.2	45,531	44,939	1.3
6216	Home health care services	14,778	14,602	14,238	13,844	14,194	13,926	1.2	2.6	4.1	4.9	57,462	55,243	4.0
6219	Other ambulatory health care services	7,474	7,239	7,678	7,193	7,162	7,318	3.2	-5.7	4.4	-1.1	29,584	28,767	2.8
622	Hospitals	206,664	202,687	202,193	197,921	197,295	195,630	2.0	0.2	4.7	3.6	809,465	781,471	3.6
623	Nursing and residential care facilities	49,084	47,345	47,663	46,774	46,754	46,276	3.7	-0.7	5.0	2.3	190,866	183,968	3.7
624	Social assistance	40,223	36,891	37,620	37,256	37,576	34,135	9.0	-1.9	7.0	8.1	151,990	140,690	8.0
6241	Individual and family services.....	19,720	18,864	18,886	18,101	18,229	16,992	4.5	-0.1	8.2	11.0	75,571	68,978	9.6
6242	Community food and housing, and emergency and other relief services	8,396	6,666	7,050	7,377	7,833	6,214	26.0	-5.4	7.2	7.3	29,489	26,713	10.4
6243	Vocational rehabilitation services	3,273	3,445	3,433	3,147	3,191	3,331	-5.0	0.3	2.6	3.4	13,298	12,649	5.1
6244	Child day care services	8,834	7,916	8,251	8,631	8,323	7,598	11.6	-4.1	6.1	4.2	33,632	32,350	4.0

Table 1b. Selected Services - Estimated Quarterly Revenue for Employer Firms, Not Seasonally Adjusted

[Estimates are not adjusted for seasonal variation or for price changes and are based on data from the Quarterly Services Survey. For additional information see www.census.gov/qss]

2002 NAICS code ¹	Kind of business	Total revenue (millions of dollars)						Percent change				Year to date		
		4Q 2010 (p)	3Q 2010 (r)	2Q 2010	1Q 2010	4Q 2009	3Q 2009	4Q 2010 from 3Q 2010 (p)	3Q 2010 from 2Q 2010 (r)	4Q 2010 from 4Q 2009 (p)	3Q 2010 from 3Q 2009 (r)	2010 (p)	2009	2010 from 2009 (p)
71	Arts, entertainment, and recreation.....	48,215	49,888	48,797	42,307	46,760	51,176	-3.4	2.2	3.1	-2.5	189,207	188,436	0.4
711	Performing arts, spectator sports, and related industries	22,069	21,403	19,245	15,613	22,051	22,391	3.1	11.2	0.1	-4.4	78,330	80,232	-2.4
7111	Performing arts companies.....	4,111	3,338	3,180	2,852	4,004	3,327	23.2	5.0	2.7	0.3	13,481	14,143	-4.7
7112	Spectator sports.....	8,975	9,647	7,762	4,962	9,189	9,851	-7.0	24.3	-2.3	-2.1	31,346	31,690	-1.1
7113	Promoters of performing arts, sports, and similar events....	3,867	4,427	4,147	3,520	3,709	4,805	-12.6	6.8	4.3	-7.9	15,961	16,435	-2.9
7114	Agents and managers for artists, athletes, entertainers, and other public figures	1,536	1,283	1,335	1,149	1,295	1,219	19.7	-3.9	18.6	5.3	5,303	4,933	7.5
7115	Independent artists, writers, and performers.....	3,580	2,708	2,821	3,130	3,854	3,189	32.2	-4.0	-7.1	-15.1	12,239	13,031	-6.1
712	Museums, historical sites, and similar institutions.....	3,264	2,992	2,886	2,465	3,199	3,107	9.1	3.7	2.0	-3.7	11,607	11,539	0.6
713	Amusement, gambling, and recreation industries.....	22,882	25,493	26,666	24,229	21,510	25,678	-10.2	-4.4	6.4	-0.7	99,270	96,665	2.7
7131	Amusement parks and arcades.....	3,135	5,072	3,937	2,252	2,622	4,628	-38.2	28.8	19.6	9.6	14,396	13,358	7.8
7132	Gambling industries.....	5,982	5,924	6,167	6,060	5,385	6,241	1.0	-3.9	11.1	-5.1	24,133	25,091	-3.8
7139	Other amusement and recreation industries.....	13,765	14,497	16,562	15,917	13,503	14,809	-5.0	-12.5	1.9	-2.1	60,741	58,216	4.3
81	Other services (except public administration) ¹⁶	98,156	91,907	86,886	92,462	96,312	90,720	6.8	5.8	1.9	1.3	369,411	364,372	1.4
811	Repair and maintenance	33,174	33,427	33,787	32,768	31,413	31,774	-0.8	-1.1	5.6	5.2	133,156	127,383	4.5
8111	Automotive repair and maintenance	20,341	20,944	21,455	20,975	19,565	20,076	-2.9	-2.4	4.0	4.3	83,715	79,487	5.3
8112	Electronic and precision equipment repair and maintenance	4,922	4,946	5,037	4,855	4,814	4,735	-0.5	-1.8	2.2	4.5	19,760	18,803	5.1
8113	Commercial and industrial machinery and equipment (except automotive and electronic) repair and maintenance	6,464	5,989	5,720	5,515	5,714	5,430	7.9	4.7	13.1	10.3	23,688	23,041	2.8
8114	Personal and household goods repair and maintenance	1,447	1,548	1,575	1,423	1,320	1,533	-6.5	-1.7	9.6	1.0	5,993	6,052	-1.0
812	Personal and laundry services.....	21,151	20,354	21,055	19,716	20,333	20,301	3.9	-3.3	4.0	0.3	82,276	81,618	0.8
8121	Personal care services.....	6,899	6,636	6,945	6,574	6,527	6,613	4.0	-4.4	5.7	0.3	27,054	26,887	0.6
8122	Death care services.....	4,087	3,750	4,042	3,877	3,990	3,757	9.0	-7.2	2.4	-0.2	15,756	15,194	3.7
8123	Drycleaning and laundry services.....	5,739	5,565	5,668	5,326	5,579	5,465	3.1	-1.8	2.9	1.8	22,298	22,232	0.3
8129	Other personal services.....	4,426	4,403	4,400	3,939	4,237	4,466	0.5	0.1	4.5	-1.4	17,168	17,305	-0.8
813	Religious, grantmaking, civic, professional, and similar organizations ¹⁷	43,831	38,126	32,044	39,978	44,566	38,645	15.0	19.0	-1.6	-1.3	153,979	155,371	-0.9

(p) Preliminary estimate. (r) Revised estimate. X Not applicable. Z Less than .05 percent.

(1) For a full description of the NAICS (North American Industry Classification System) codes used in this table, see the 2002 NAICS manual or <http://www.census.gov/eos/www/naics/>.

(2) Excludes government owned utilities.

(3) Excludes NAICS 482 (rail transportation) and 491 (postal service).

(4) Includes NAICS 484 (truck transportation), 492 (couriers and messengers), and 493 (warehousing and storage).

(5) Includes NAICS 51113 (book publishers), 51114 (directory and mailing list publishers), and 51119 (other publishers).

(6) Includes NAICS 5173 (telecommunications resellers), 5174 (satellite telecommunications), and 5179 (other telecommunications).

(7) Excludes NAICS 525 (funds, trusts, and other financial vehicles).

(8) Excludes NAICS 521 (monetary authorities-central bank) and NAICS 525 (funds, trusts, and other financial vehicles).

(9) Excludes NAICS 54112 (offices of notaries).

(10) Includes all of NAICS 5413 (architectural, engineering, and related services) except 54133 (engineering services).

(11) Includes NAICS 5414 (specialized design services) and 5419 (other professional, scientific, and technical services).

(12) Includes NAICS 5611 (office administrative services), 5612 (facilities support services), 5614 (business support services), 5616 (investigation and security services), 5617 (services to buildings and dwellings), and 5619 (other support services).

(13) Includes NAICS 5611 (office administrative services), 5612 (facilities support services), 5614 (business support services), 5616 (investigation and security services), 5617 (services to buildings and dwellings except 56173 (landscaping services)), and 5619 (other support services).

(14) Excludes NAICS 6111 (elementary and secondary schools), 6112 (junior colleges), and 6113 (colleges, universities, and professional schools).

(15) Includes NAICS 622 (hospitals) and 623 (nursing and residential care facilities).

(16) Excludes NAICS 8131 (religious organizations), 81393 (labor unions and similar labor organizations), 81394 (political organizations), and 814 (private households).

(17) Excludes NAICS 8131 (religious organizations), 81393 (labor unions and similar labor organizations), and 81394 (political organizations).

Note: Estimates cover taxable and tax-exempt firms unless otherwise specified. Additionally, estimates for some sectors and subsectors may include data for kinds of business not shown. Table 2 provides estimated measures of sampling variability. Data users who create their own estimates using data from this report should cite the U.S. Census Bureau as the source of the original data only. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html. For NAICS 52, estimates may include unrealized gains (losses).

Table 2. Selected Services - Estimated Measures of Sampling Variability

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Coefficient of variation for total revenue						Standard error for percent change				Year to date		
		4Q 2010 (p)	3Q 2010 (r)	2Q 2010	1Q 2010	4Q 2009	3Q 2009	4Q 2010 from 3Q 2010 (p)	3Q 2010 from 2Q 2010 (r)	4Q 2010 from 4Q 2009 (p)	3Q 2010 from 3Q 2009 (r)	Coefficient of variation		Standard error 2010 from 2009 (p)
												2010 (p)	2009	
22	Utilities	5.8	6.7	6.1	5.5	X	X	1.3	1.3	X	X	6.0	X	X
2211	Electric power generation, transmission and distribution ..	8.2	8.7	8.4	8.8	X	X	1.1	1.5	X	X	8.5	X	X
2212	Natural gas distribution	3.3	5.7	4.8	2.9	X	X	4.7	1.4	X	X	3.6	X	X
2213	Water, sewage and other systems	9.8	8.3	8.9	10.0	X	X	2.1	1.8	X	X	9.1	X	X
48-49	Transportation and warehousing	2.5	2.6	2.4	2.7	X	X	0.6	0.6	X	X	2.5	X	X
48pt-49	Transportation and warehousing	3.5	3.4	3.7	3.4	3.7	4.0	1.0	1.1	1.8	1.3	3.4	3.8	1.2
481	Air transportation	8.6	8.6	8.8	9.8	X	X	0.7	0.7	X	X	8.9	X	X
483	Water transportation	12.7	13.9	13.4	10.9	X	X	4.5	10.7	X	X	12.5	X	X
484	Truck transportation	5.5	5.0	5.4	5.4	6.1	6.2	1.2	1.3	2.6	2.0	5.2	6.1	1.8
4841	General freight trucking	5.9	5.6	5.8	6.6	7.2	8.3	1.8	1.2	3.3	2.7	5.9	7.6	2.3
48411	General freight trucking, local	11.6	12.4	12.5	12.7	14.8	18.5	2.3	3.7	7.4	9.7	12.0	15.8	7.2
48412	General freight trucking, long-distance	6.9	6.2	6.2	6.9	7.3	6.9	1.9	0.8	2.5	1.4	6.5	7.2	1.4
4842	Specialized freight trucking	12.7	11.9	13.5	14.5	13.9	12.4	2.3	2.2	3.8	2.4	13.0	13.8	2.6
485	Transit and ground passenger transportation	6.9	7.7	9.1	9.0	X	X	2.3	2.8	X	X	8.0	X	X
486	Pipeline transportation	2.0	1.4	2.1	1.4	X	X	0.9	0.8	X	X	1.7	X	X
487	Scenic and sightseeing transportation	5.9	7.2	4.6	7.0	X	X	3.0	8.5	X	X	4.8	X	X
488	Support activities for transportation	9.7	10.2	9.5	9.0	X	X	0.8	1.8	X	X	9.6	X	X
492	Couriers and messengers	2.1	2.2	1.7	1.7	2.0	1.8	0.9	1.3	1.3	1.0	1.8	1.9	0.6
493	Warehousing and storage	7.1	7.1	7.1	8.1	7.8	8.7	1.0	0.7	1.2	3.2	7.3	8.2	2.1
51	Information	0.9	0.9	1.0	0.9	1.1	1.0	0.2	0.4	0.3	0.5	0.9	1.1	0.3
511	Publishing industries (except Internet)	3.0	2.7	2.4	2.7	2.6	2.6	1.0	0.6	0.9	0.8	2.7	2.6	0.7
51111	Newspaper publishers	6.5	6.7	7.1	6.6	5.7	5.6	0.7	1.5	2.5	3.3	6.7	5.6	2.4
51112	Periodical publishers	4.7	4.9	5.0	5.6	5.9	6.4	2.6	0.9	2.2	2.9	4.9	6.1	2.1
5111 pt	Book, directory and mailing list, and other publishers	2.9	2.8	2.4	2.5	2.4	1.6	1.9	1.7	1.2	1.8	2.4	1.5	1.2
5112	Software publishers	4.3	4.1	3.8	4.6	4.0	4.7	1.3	0.7	0.7	1.3	4.2	4.5	0.6
512	Motion picture and sound recording industries	2.5	2.7	2.6	3.9	2.8	2.9	1.7	2.0	1.3	2.3	2.6	2.9	1.2
515	Broadcasting (except Internet)	2.4	2.5	2.4	2.4	2.4	2.2	0.5	0.4	0.5	0.6	2.4	2.3	0.4
5151	Radio and television broadcasting	3.7	4.1	3.9	3.6	3.8	3.5	1.2	0.7	1.1	1.2	3.8	3.5	0.9
5152	Cable and other subscription programming	1.4	1.2	1.2	1.3	1.2	1.2	0.2	0.1	0.2	0.2	1.3	1.3	0.1
516,	Internet publishing and broadcasting, Internet													
5181,	service providers and web search portals,													
519	and other information services	6.4	7.1	7.5	7.2	7.6	8.6	1.3	1.0	1.7	2.5	7.0	8.1	1.9
517	Telecommunications	1.2	1.2	1.3	1.4	1.4	1.3	0.2	0.4	0.7	0.7	1.2	1.3	0.5
5171	Wired telecommunications carriers	3.3	3.3	3.2	3.2	3.4	3.3	0.3	1.1	1.5	1.6	3.1	3.2	0.9
5172	Wireless telecommunications carriers (except satellite)	2.3	2.2	2.2	2.1	2.4	2.0	0.2	0.3	0.9	0.8	2.2	2.0	0.7
5175	Cable and other program distribution	1.6	1.6	1.7	1.7	1.6	1.7	Z	0.1	0.2	0.2	1.7	1.6	0.1
517 pt	Other telecommunications	8.2	8.2	8.3	8.7	8.0	7.4	1.0	1.9	2.4	2.0	8.3	7.4	1.7
5182	Data processing, hosting, and related services	4.3	4.2	4.3	4.6	3.4	3.8	1.1	1.1	1.8	1.8	4.2	4.0	1.5
52	Finance and insurance	3.3	3.4	3.4	3.2	3.1	3.1	0.8	0.5	1.4	1.1	3.3	X	X
52 pt	Finance and insurance (except monetary													
	authorities-central bank)	3.4	3.5	3.5	3.3	3.2	3.2	0.8	0.5	1.5	1.1	3.4	X	X
521	Monetary authorities-central bank.....	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	X	X
522	Credit intermediation and related activities.....	8.3	8.6	8.2	8.4	7.6	7.3	0.8	1.0	1.5	1.6	8.3	X	X
523	Securities, commodity contracts, and other financial													
	investments and related activities	3.5	3.3	3.6	3.4	3.2	4.3	0.8	0.7	0.7	1.4	3.4	X	X
5231	Securities and commodity contracts													
	intermediation and brokerage	6.2	5.4	6.4	4.8	5.1	4.6	1.8	1.4	1.9	1.6	5.6	X	X
5232	Securities and commodity exchanges	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	X	X
5239	Other financial investment activities	2.1	2.5	2.4	3.1	2.6	4.9	1.0	0.8	1.0	2.9	2.4	X	X
524	Insurance carriers and related activities	4.8	5.1	4.6	4.6	4.7	4.8	1.7	1.1	2.8	2.0	4.7	X	X
5241	Insurance carriers	4.5	4.8	4.6	4.7	4.4	4.4	1.7	0.9	2.9	2.0	4.6	X	X
5242	Agencies, brokerages, and other													
	insurance related activities	11.5	12.2	9.1	8.2	10.8	11.9	2.8	3.7	2.9	2.9	10.1	X	X
53	Real estate and rental and leasing	2.0	2.3	2.1	2.3	X	X	1.0	0.9	X	X	2.1	X	X
531	Real estate	2.7	2.8	2.6	2.3	X	X	1.6	0.5	X	X	2.5	X	X
532	Rental and leasing services	4.4	4.6	4.1	3.9	4.2	3.8	1.5	2.6	2.6	2.7	4.1	3.7	1.8
5321	Automotive equipment rental and leasing	4.6	5.4	4.6	4.4	3.8	4.5	1.7	1.5	3.0	3.3	4.6	3.7	2.7

Table 2. Selected Services - Estimated Measures of Sampling Variability

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Coefficient of variation for total revenue						Standard error for percent change				Year to date		
		4Q 2010 (p)	3Q 2010 (r)	2Q 2010	1Q 2010	4Q 2009	3Q 2009	4Q 2010 from 3Q 2010 (p)	3Q 2010 from 2Q 2010 (r)	4Q 2010 from 4Q 2009 (p)	3Q 2010 from 3Q 2009 (r)	Coefficient of variation		Standard error 2010 from 2009 (p)
												2010 (p)	2009	
53211	Passenger car rental and leasing	5.4	6.7	5.8	6.2	5.7	6.2	2.0	2.4	3.8	4.0	5.9	5.4	3.5
53212	Truck, utility trailer, and RV (Recreational Vehicle) rental and leasing	7.1	6.5	6.3	6.6	6.5	6.0	1.4	0.6	2.0	1.3	6.6	6.9	1.1
5322	Consumer goods rental	8.4	7.8	7.9	7.6	7.4	7.3	2.2	2.0	1.9	2.5	7.8	7.3	1.6
5323	General rental centers	5.4	4.4	4.6	6.9	6.2	5.5	3.4	1.8	3.8	2.2	5.0	6.3	1.6
5324	Commercial and industrial machinery and equipment rental and leasing	8.3	10.0	9.5	9.3	9.9	9.6	4.2	4.4	4.4	4.2	8.9	9.3	2.0
533	Lessors of nonfinancial intangible assets (except copyrighted works)	3.5	6.9	10.1	6.6	X	X	2.9	8.2	X	X	5.8	X	X
54	Professional, scientific, and technical services	3.5	3.6	3.9	3.9	3.1	3.2	0.7	0.5	1.3	0.8	3.7	3.1	1.0
54 pt	Professional, scientific, and technical services (except landscape architectural services and veterinary services)	3.4	3.6	3.8	3.9	3.1	3.2	0.7	0.5	1.3	0.9	3.6	3.0	1.0
5411	Legal services	7.4	7.3	8.1	10.0	6.5	8.3	2.6	1.8	2.1	2.1	8.0	7.4	1.5
5412	Accounting, tax preparation, bookkeeping, and payroll services	8.1	7.2	8.3	6.9	8.2	7.9	2.2	1.1	1.5	1.6	7.5	7.8	1.1
5413	Architectural, engineering, and related services	4.7	4.2	4.4	4.1	3.9	3.9	2.0	1.1	3.1	1.9	4.2	3.6	1.9
5413 pt	Architectural and related services	8.6	6.0	5.0	6.5	8.2	7.8	5.1	3.1	7.2	4.9	6.1	6.9	3.7
54133	Engineering services	4.5	4.7	5.1	4.1	3.6	3.8	2.2	1.2	2.6	2.1	4.4	3.4	1.9
5415	Computer systems design and related services	8.1	8.1	8.6	7.9	8.2	7.5	2.7	1.3	5.2	3.6	8.1	7.5	3.7
5416	Management, scientific, and technical consulting services	4.8	5.1	5.1	5.1	5.2	5.4	1.0	0.8	2.0	2.0	5.0	5.4	1.7
5417	Scientific research and development services	9.8	10.4	10.7	10.4	9.9	9.5	1.8	1.9	2.5	2.5	10.3	9.7	1.8
5418	Advertising and related services	4.2	4.1	4.0	4.2	3.8	3.9	1.8	1.6	2.4	3.1	4.0	3.5	2.6
541 pt	Other professional, scientific, and technical services	6.3	5.2	4.4	5.6	4.7	4.8	2.2	1.2	2.8	1.7	5.2	4.7	2.1
56	Administrative and support and waste management and remediation services	2.7	2.5	2.9	2.6	2.5	2.6	0.7	0.7	1.3	1.8	2.6	2.4	1.2
56 pt	Administrative and support and waste management and remediation services (except landscaping services)	3.1	2.7	3.0	2.8	2.8	2.9	0.8	0.8	1.5	1.9	2.9	2.6	1.3
561	Administrative and support services	3.1	3.1	3.5	2.5	2.4	2.5	0.7	0.7	1.4	2.0	3.0	2.3	1.4
5613	Employment services	7.5	7.2	7.7	6.6	6.4	5.9	0.5	1.3	2.0	3.8	7.3	5.6	2.7
5615	Travel arrangement and reservation services	2.9	3.0	3.4	3.2	2.2	3.9	2.7	1.4	1.1	2.9	2.7	2.8	1.2
561 pt	Other administrative and support services	2.4	2.7	2.9	2.9	2.7	2.4	1.2	1.0	1.4	2.0	2.5	2.6	1.2
561 pt*	Other administrative and support services (except landscaping services)	3.2	3.1	3.5	3.1	3.0	2.9	1.4	1.0	1.5	2.0	3.2	3.0	1.2
562	Waste management and remediation services	10.4	10.4	10.0	11.0	10.2	10.3	1.6	1.5	1.9	2.9	10.4	9.7	2.1
61	Educational services	3.3	4.2	3.8	4.6	X	X	2.1	1.8	X	X	3.8	X	X
6114	Business schools and computer and management training ..	12.4	11.6	13.1	11.4	X	X	2.1	3.5	X	X	12.0	X	X
6115	Technical and trade schools	10.6	11.6	8.0	11.1	X	X	1.7	3.9	X	X	10.2	X	X
6117	Educational support services	8.2	10.5	7.8	9.1	X	X	2.2	4.8	X	X	8.6	X	X
62	Health care and social assistance	1.7	1.5	1.5	1.5	1.5	1.4	0.4	0.4	0.5	0.5	1.5	1.4	0.4
62 pt	Selected health care services	3.0	3.0	2.8	2.8	3.0	2.9	0.5	0.4	0.9	0.8	2.9	2.8	0.6
621	Ambulatory health care services	3.0	3.0	2.8	2.7	2.9	2.7	0.4	0.7	1.1	1.2	2.9	2.7	0.9
6211	Offices of physicians.....	4.2	4.3	3.7	3.5	3.6	3.2	0.8	1.2	1.8	2.3	3.8	3.2	1.7
6212	Offices of dentists.....	6.1	5.8	6.0	4.8	5.7	4.5	1.1	1.0	1.5	1.6	5.6	4.8	1.2
6213	Offices of other health practitioners	4.8	4.6	5.0	4.9	4.8	4.6	0.9	0.7	1.1	0.8	4.8	4.5	1.0
6214	Outpatient care centers	4.4	4.5	5.0	4.7	4.7	5.4	0.6	0.6	1.3	1.7	4.6	5.1	1.5
6215	Medical and diagnostic laboratories	4.3	3.7	3.5	3.2	3.1	2.3	0.9	0.9	1.7	2.4	3.6	2.3	1.7
6216	Home health care services	12.5	12.3	12.9	12.0	11.9	11.8	0.9	3.6	3.0	2.6	12.4	11.4	1.7
6219	Other ambulatory health care services	4.3	3.9	4.4	4.2	3.7	4.5	1.9	1.1	3.0	3.1	3.9	3.9	2.5
622	Hospitals	3.4	3.4	3.2	3.5	3.8	3.4	0.5	0.4	1.2	0.9	3.4	3.5	0.8
623	Nursing and residential care facilities	5.3	5.5	5.1	4.7	4.8	4.6	0.7	1.0	1.5	1.4	5.2	5.2	0.8
624	Social assistance	6.3	6.4	5.7	5.3	5.8	6.1	1.6	1.5	1.4	1.6	5.8	5.7	0.9
6241	Individual and family services.....	6.2	5.8	4.7	6.8	4.9	6.4	2.7	3.1	2.9	3.1	5.4	5.5	1.7
6242	Community food and housing, and emergency and other relief services	6.9	4.6	4.3	4.8	5.7	4.8	4.9	2.8	2.6	2.5	4.7	5.2	1.4
6243	Vocational rehabilitation services	17.6	17.2	17.5	14.4	18.4	17.6	2.7	2.5	6.2	4.3	16.5	16.1	4.4
6244	Child day care services	7.4	7.5	6.9	6.8	6.5	7.7	3.3	1.3	2.5	3.3	7.0	6.7	2.9

Table 2. Selected Services - Estimated Measures of Sampling Variability

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

2002 NAICS code	Kind of business	Coefficient of variation for total revenue						Standard error for percent change				Year to date		
		4Q 2010 (p)	3Q 2010 (r)	2Q 2010	1Q 2010	4Q 2009	3Q 2009	4Q 2010 from 3Q 2010 (p)	3Q 2010 from 2Q 2010 (r)	4Q 2010 from 4Q 2009 (p)	3Q 2010 from 3Q 2009 (r)	Coefficient of variation		Standard error 2010 from 2009 (p)
												2010 (p)	2009	
71	Arts, entertainment, and recreation.....	1.7	2.9	2.6	4.1	3.1	2.7	2.9	2.5	2.2	1.9	1.8	2.4	1.3
711	Performing arts, spectator sports, and related industries	4.8	6.5	5.7	5.6	3.7	5.3	5.6	7.5	2.1	4.1	3.9	4.0	1.8
7111	Performing arts companies.....	17.6	5.1	7.1	8.8	17.1	8.2	15.2	4.1	4.2	4.6	9.5	9.8	3.0
7112	Spectator sports.....	12.7	15.4	13.8	15.8	10.8	13.1	16.8	17.8	3.6	6.2	10.3	10.7	3.2
7113	Promoters of performing arts, sports, and similar events....	4.9	6.5	3.7	6.4	4.5	2.9	3.9	3.5	3.1	4.3	4.5	4.1	2.8
7114	Agents and managers for artists, athletes, entertainers, and other public figures	9.9	10.4	10.3	12.6	8.9	10.2	4.8	3.5	8.2	7.2	9.9	9.4	5.9
7115	Independent artists, writers, and performers.....	13.1	6.5	7.7	12.8	18.0	11.9	10.5	8.9	15.3	9.3	8.8	9.8	5.6
712	Museums, historical sites, and similar institutions.....	4.9	4.6	4.8	7.5	7.0	4.9	6.0	4.1	7.5	4.8	4.4	5.3	3.6
713	Amusement, gambling, and recreation industries.....	4.1	5.2	4.9	7.8	6.7	5.7	1.9	2.4	3.4	2.6	5.2	6.0	2.0
7131	Amusement parks and arcades.....	5.6	7.1	8.2	6.1	4.6	5.2	1.7	4.1	2.1	3.2	6.6	5.0	2.1
7132	Gambling industries.....	10.4	10.8	10.9	10.9	10.4	9.6	1.6	1.4	3.5	5.1	10.7	8.6	4.7
7139	Other amusement and recreation industries.....	6.2	8.0	9.0	10.9	9.2	8.5	3.0	3.7	5.1	3.8	8.0	8.3	3.4
81	Other services (except public administration)	3.3	4.4	4.3	4.4	3.4	3.9	1.9	0.9	1.7	1.9	4.0	3.8	1.4
811	Repair and maintenance	6.9	7.7	6.8	6.9	6.1	6.2	2.5	3.1	2.9	3.6	6.9	6.0	1.7
8111	Automotive repair and maintenance	10.1	11.4	11.1	11.4	10.1	10.0	2.8	3.5	2.6	5.4	10.8	10.1	2.7
8112	Electronic and precision equipment repair and maintenance	18.7	18.3	19.1	18.7	18.4	20.0	3.2	3.2	3.7	3.8	18.6	18.6	3.1
8113	Commercial and industrial machinery and equipment (except automotive and electronic) repair and maintenance	17.3	17.0	17.7	15.9	13.5	15.5	8.1	5.8	8.4	7.6	16.7	12.6	6.1
8114	Personal and household goods repair and maintenance	20.7	20.8	17.2	14.9	17.5	18.5	2.0	5.3	9.7	5.1	18.2	18.0	4.5
812	Personal and laundry services.....	5.2	5.5	6.1	6.0	5.8	6.2	1.2	0.7	2.1	1.8	5.7	5.9	1.7
8121	Personal care services.....	4.4	5.8	7.4	7.6	6.5	6.5	2.5	2.7	4.7	3.0	6.0	6.5	3.0
8122	Death care services.....	11.4	10.8	10.8	12.1	12.5	12.9	4.3	3.5	2.0	4.6	11.1	11.9	1.4
8123	Drycleaning and laundry services.....	5.8	5.6	6.3	6.4	5.0	3.9	1.2	1.4	2.3	3.2	5.9	4.3	3.0
8129	Other personal services.....	13.7	13.8	14.2	14.0	13.8	14.4	3.1	3.2	5.9	3.0	13.8	14.2	2.5
813	Religious, grantmaking, civic, professional, and similar organizations	3.0	3.7	2.7	4.6	3.3	4.8	2.6	2.6	3.8	3.5	3.1	3.6	2.4

(p) Preliminary estimate. (r) Revised estimate. X Not applicable. Z Less than .05 percent.

Note: Estimated measures of sampling variability are based on data not adjusted for seasonal variation, and should be used when drawing inferences about both adjusted and not adjusted estimates. Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at www.census.gov/svsd/www/qssreliability.html.

Survey Description

The U.S. Census Bureau conducts the Quarterly Services Survey (QSS) to provide national estimates of quarterly revenue for employer firms located in the United States and classified in select service industries. The industry coverage has increased since the survey's inception in 2004, as shown in the table below. The current total sample size is approximately 17,000 employer firms.

Each quarter, questionnaires are mailed to a probability sample of employer firms selected from the larger Service Annual Survey (SAS) sample. The QSS sample includes firms of all sizes and is updated on a quarterly basis to account for new services businesses, deaths, and other changes to the survey universe. Data for nonresponding firms are imputed based on data for similar-sized firms classified in the same kind of business. The following table lists the current imputation rates of total quarterly revenue for the sectors published in this report:

2002 NAICS Code	Kind of Business	First Published Quarter	Imputation Rate of Total Quarterly Revenue (in %)
22	Utilities	2010, Q1	3
48-49	Transportation and warehousing	2010, Q1	22
51	Information	2003, Q4	11
52	Finance and insurance	2009, Q3	14
53	Real estate and rental and leasing	2010, Q1	31
54 pt	Professional, scientific, and technical services (except landscape architectural services and veterinary services)	2003, Q4	26
56 pt	Administrative and support and waste management and remediation services (except landscaping services)	2003, Q4	37
61	Educational services	2010, Q1	34
62	Health care and social assistance	2009, Q1	27
71	Arts, entertainment, and recreation	2009, Q1	33
81	Other services (except public administration)	2009, Q1	30

Quarterly revenue estimates are obtained by summing weighted data (either reported or imputed), where the weight for a particular unit is the reciprocal of its probability of being selected into the sample. For industries introduced prior to the third quarter of 2009, the estimates are benchmarked using results of the latest SAS. Additional information on the QSS can be found on the Census Bureau website at <http://www.census.gov/services/>.

Description of Seasonal Adjustment

To derive the seasonally adjusted revenue estimates published in this report, we used all available quarterly revenue estimates as input to the Census Bureau's X-12 ARIMA program. With each quarterly release, we publish preliminary seasonally adjusted estimates for the current quarter and revised seasonally adjusted estimates for the previous five quarters. The seasonal adjustment models used to derive seasonal factors for each kind of business are evaluated annually and will not be revised until the next benchmarking operation. For a table of the seasonal adjustment factors, see <http://www2.census.gov/services/qss/2010/qssq4-10seasfactors.xls>. A list of "Frequently Asked Questions" on seasonal adjustment of QSS estimates is available at <http://www.census.gov/services/qss/qssseasfaq.html>.

Reliability of the Estimates

The estimates in this report may differ from the actual, but unknown, population values. For a particular estimate, statisticians define this difference as the total error of the estimate. When describing the accuracy of survey results, it is convenient to discuss total error as the sum of sampling error and nonsampling error. Nonsampling error is the difference between the actual population parameter and the value that would be derived by surveying the entire set of units identified as the survey universe (the sampling frame). There are many potential contributors to nonsampling error – the inclusion of erroneous units in the survey (overcoverage), the exclusion of eligible units from the survey (undercoverage), nonresponse, misreporting, mistakes in recording and coding responses, misinterpretation of questions, and other errors of collection, response, coverage, or processing. Though nonsampling error is not measured directly, the Census Bureau employs quality control procedures throughout the process to minimize this type of error. Sampling error is the average difference between the estimate and the result that would be obtained from a complete enumeration of the sampling frame conducted under the same survey conditions. This error occurs because only a subset of the entire sampling frame is measured in a sample survey. Common measures of sampling error are the sampling variance, the standard error, and the coefficient of variation (CV). The sampling variance is defined as the squared difference, averaged over all possible samples of the same size and design, between the estimator and its average value. The standard error is the square root of the sampling variance. The CV expresses the standard error as a percentage of the estimate to which it refers. For example, an estimate of 200 units that has an estimated standard error of 10 units has an estimated CV of 5 percent. The sampling variance, standard error, and CV of an estimate can be estimated from the selected sample because the sample was selected using probability sampling. Standard errors and coefficients of variation are given in Table 2 of this report. The first page of this release gives statements about the change in revenue from a prior period. Each change estimate is accompanied by a number in parentheses, called the "margin of error." The margin of error can be used to construct a 90-percent confidence interval, which is interpreted as follows. If, for each possible sample, an estimate and its approximate standard error are obtained, then for approximately 90 percent of the possible samples, the interval from 1.895 standard errors below to 1.895 standard errors above the estimate would include the average of the estimates derived from all possible samples. If, for example, a particular change estimate is +1.2 percent and its associated margin of error is ± 1.5 percentage points, then the 90-percent confidence interval for the change estimate is -0.3 percent to +2.7 percent. If the interval contains 0, then one does not have sufficient evidence to conclude at the 90-percent confidence level that the actual change is different from zero. Each comparison stated in this report has undergone statistical testing and is significant at the 90-percent confidence level, unless otherwise noted. Data users should take into account the estimates of sampling error and the potential effects of nonsampling error when using the statistics in this publication.